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EXAMINER

SHANG, ANNAN Q

ART UNIT PAPER NUMBER

2614

DATE MAILED: 12/15/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/610,107

Applicant(s)

KOSHIBA, KEIICHI

Examiner

Annan Q Shang

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 13 July 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-22 and 24-49 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-22 and 24-49 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### *Claim Rejections - 35 USC § 103*

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-9, 11-22, 27-29 and 31-49 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Barnett et al (6,336,099)** in view of **Shoff et al (6,240,555)**.

As to claim 1, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "providing various kinds of information from an information providing apparatus..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 6-22, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Coupon Distributor 16 and Coupon Issuers 14 (CD/CI) 16/14 (col. 6, lines 52-65 and col. 11, lines 25-29), issues coupons "various kinds of information" which includes parameters, such as Uniform Product Code (UPC), "identifying data" expiration date, company and product information, etc., associated with all the coupons which are packed in Coupon Packages File (CPF) 40, and transmitted to Service-P/CATV 2, which stores the various coupons;

the claimed "selecting information from among the various kinds of information by an information recipient" is met by Remote Personal Computer (RPC) 6 (col. 6, line 66-

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col. 7, line 11 and col. 9, line 34-45), which is a wireless or wired apparatus "information recipient" which selects coupons from among various kinds of coupons via a display of RPC 6;

the claimed "transmitting, when the information recipient selects information from the various kinds of information..." is met by Service-P/CATV 2 (col. 6, lines 39-47, line 66-col. 7, line 20, col. 8, line 22-33 and col. 13, lines 43-53), note that Service-P/CATV 2 receives a user's requested coupons with user specific data or profile "identifying data particular to the selected coupons" and transmits the request to an Internet Site such as World Wide Wed (WWW) site or CD/CI 16/14 "information management apparatus" through digital satellite or PSTN communication link (col. 6, lines 34-47) "a communication arrangement," note further that the requested coupons including user specific data or profile to the selected coupons, which is either stored at the Service-P/CATV 2, the WWW site or CD/CI 16/14;

the claimed "accessing, by said information recipient, management information in said information apparatus..." is met by RPC 6 (figs. 6, 7 and col. 8, lines 8-33), note that when the user of RPC 6, registers with Service-P/CATV 2, the WWW site or CD/CI 16/14, the user can access and order or request for a package of electronic coupons from Service-P/CATV 2, the WWW site or CD/CI 16/14, by selecting download coupon button 64 on RPC 6 and Service-P/CATV 2, the WWW site or CD/CI 16/14 generates the requested coupons and transmits via communication interface 20; note further that Service-P/CATV 2, the WWW site or CD/CI 16/14, communicates with each other and transmits user/feedback data and receives packages of coupons and stores individual

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users coupon data packages based on demographic data and historic buying profiles stored in demographic data file 42, and transmits to the various RPC 6 upon request.

Barnett fails to explicitly teach providing various kinds of information, from an information providing apparatus through a providing arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU 24 or 26 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, coupons or enhanced data in order to enable the user, to easily scroll through to retrieve the desire information.

As to claim 3, Barnett further discloses where the coupons have video information or UPC or user specific data (col. 7, lines 51-55 and col. 11, lines 24-29).

As to claim 4, Barnett further discloses where the coupons are printed in printed materials (col. 7, lines 6-11).

As to claim 5, Barnett further discloses where the coupons are aired or broadcast via satellite (fig. 8 and col. 13, lines 43-53).

As to claim 6, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "sending reference data added information, the information comprising various kinds of information including at least video information..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed information for the various coupons "predetermined information" from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14, whereby the user "an information recipient" of Remote Personal Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Service-P/CATV 2 via satellite or other communications, regarding any issue of interest (col. 8, lines 40-48), note also that Service-P/CATV 2 is in constant communication with CD/CI 16/14 and WWW or Internet Site to retrieve specific coupons;

the claimed "sending identifying data particular to said selected information to an information..." is met by the User of RPC 6 (col. 8, lines 39-48), note that the User or

RPC 6, post messages that includes User Specific Data on BBTF with the selected coupons and transmits from RPC 6 "information receiving device" to WWW or Internet Site or CD/CI 16/14 "information management apparatus or order external device," where Service-P/CATV 2 upon receiving the BBTF of the various identifying data and the data added communicates "calling" via satellite or PSTN "a communication arrangement," (fig. 8, lines 43-53) to WWW or Internet Site or CD/CI 16/14, to retrieve the request coupons and specific data of interest;

the claimed "storing said called data in association with said information..." is met by Service-P/CATV 2 (col. 8, lines 14-21), note that Service-P/CATV 2 stores the individual retrieve coupons with the addition data associated with the user;

the claimed "accessing, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing" the response in Server 44 of Service-P/CATV 2, from wireless RPC 6 "a communications terminal," (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Onl-SP 2,

Barnett fails to explicitly teach sending reference data added information, from an information providing apparatus to information receiving device through a providing arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content

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together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU 24 or 26 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, coupons or enhanced data in order to enable the user, to easily scroll through to retrieve the desire information.

As to claim 7, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "sending reference data added information, the information comprising various kinds of information including at least video information..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed



information for the various coupons "predetermined information" from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14, whereby the user "an information recipient" of Remote Personal Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Service-P/CATV 2 via satellite or other communications, regarding any issue of interest (col. 8, lines 40-48), note also that Service-P/CATV 2 is in constant communication with CD/CI 16/14 and WWW or Internet Site to retrieve specific coupons;

the claimed "sending identifying data particular to said selected information to an information..." is met by the User of RPC 6 (col. 8, lines 39-48), note that the User or RPC 6, post messages that includes User Specific Data on BBTF with the selected coupons and transmits from RPC 6 "information receiving device" to WWW or Internet Site or CD/CI 16/14 "information management apparatus or order external device," where Service-P/CATV 2 upon receiving the BBTF of the various identifying data and the data added communicates "calling" via satellite or PSTN "a communication arrangement," (fig. 8, lines 43-53) to WWW or Internet Site or CD/CI 16/14, to retrieve the request coupons and specific data of interest;

the claimed "storing said called data in association with said information..." is met by Onl-SP 2 (col. 8, lines 14-21), note that Service-P/CATV 2 stores the individual retrieve coupons with the addition data associated with the user;

the claimed "accessing, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-

48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing" the response in Server 44 of Service-P/CATV 2, from wireless RPC 6 "a communications terminal," and whereby the user specific data or profile to the coupons "accessed information" are transmitted from WWW or Internet Site or CD/CI 16/14 to the Service-P/CATV 2 to the RPC 6 (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Service-P/CATV 2.

Barnett fails to explicitly teach sending reference data added information from an information providing apparatus, to information receiving device through a providing arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU 24 or 26 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to

transmit coupons in a television broadcast arrangement and organized the various kinds of information, enhanced data or coupons in order to enable the user, to easily scroll through to retrieve the desire information.

As to claim 8, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "sending reference data added information, the information comprising various kinds of information including at least video information..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33; lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed information for the various coupons "predetermined information" from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14, whereby the user "an information recipient" of Remote Personal Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Service-P/CATV 2 via satellite or other communications, regarding any issue of interest (col. 8, lines 40-48), note also that Service-P/CATV 2 is in constant communication with CD/CI 16/14 and WWW or Internet Site to retrieve specific coupons;

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the claimed "sending identifying data particular to said selected information to an information..." is met by the User of RPC 6 (col. 8, lines 39-48), note that the User or RPC 6, post messages that includes User Specific Data on BBTF with the selected coupons and transmits from RPC 6 "information receiving device" to WWW or Internet Site or CD/CI 16/14 "information management apparatus or order external device," where Service-P/CATV 2 upon receiving the BBTF of the various identifying data and the data added communicates "calling" via satellite or PSTN "a communication arrangement," (fig. 8, lines 43-53) to WWW or Internet Site or CD/CI 16/14, to retrieve the request coupons and specific data of interest;

the claimed "storing said called data in association with said information..." is met by Onl-SP 2 (col. 8, lines 14-21), note that Service-P/CATV 2 stores the individual retrieve coupons with the addition data associated with the user;

the claimed "accessing, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing" the response in Server 44 of Service-P/CATV 2, from wireless RPC 6 "a communications terminal," and whereby the user specific data or profile to the coupons "accessed information" are transmitted from WWW or Internet Site or CD/CI 16/14 to the Service-P/CATV 2 to the RPC 6 (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Service-P/CATV 2.

Barnett fails to explicitly teach sending reference data added information from an information providing apparatus, to information receiving device through a providing arrangement and sending user specific data added information through a sending arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, enhanced data or coupons in order to enables the viewer, to easily scroll through to retrieve the desire information and further to enable the Headend to receive the requested coupons, various kinds of information or enhanced data in order.

As to claim 9, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "sending reference data added information, the reference data comprising various kinds of information including at least video information..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed information for the various coupons "predetermined information" from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14, whereby the user "an information recipient" of Remote Personal Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Service-P/CATV 2 via satellite or other communications, regarding any issue of interest (col. 8, lines 40-48), note also that Service-P/CATV 2 is in constant communication with CD/CI 16/14 and WWW or Internet Site to retrieve specific coupons;

the claimed "sending identifying data particular to said selected information to an information..." is met by the User of RPC 6 (col. 8, lines 39-48), note that the User or RPC 6, post messages that includes User Specific Data on BBTF with the selected coupons "predetermined information" and transmits from RPC 6 "information receiving

device" to WWW or Internet Site or CD/CI 16/14 "information management apparatus or order external device," where Service-P/CATV 2 upon receiving the BBTF of the various identifying data and the data added communicates "calling" via satellite or PSTN "a communication arrangement," (fig. 8, lines 43-53) to WWW or Internet Site or CD/CI 16/14, to retrieve the request coupons and specific data of interest;

the claimed "storing said called data in association with said information..." is met by Onl-SP 2 (col. 8, lines 14-21), note that Service-P/CATV 2 stores the individual retrieve coupons with the addition data associated with the user;

the claimed "accessing, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing" the response in Server 44 of Service-P/CATV 2, from wireless RPC 6 "a communications terminal," and whereby the user specific data or profile to the coupons "accessed information" are transmitted from WWW or Internet Site or CD/CI 16/14 to the Service-P/CATV 2 to the RPC 6 (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Service-P/CATV 2.

Barnett fails to explicitly teach sending reference data added information from an information providing apparatus, to information receiving device through a providing arrangement and sending user specific data added information through a sending arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, enhanced data or coupons in order to enables the viewer, to easily scroll through to retrieve the desire information and further to enable the Headend to receive the requested coupons, various kinds of information or enhanced data in order.

As to claim 11, Barnet further discloses where "message data and the user-specific data" identifying data" are particular codes added to each piece of Coupons prior to sending the Coupons and the added information from CD/CI 16/14 to RPC 6 (col. 7, lines 36-55).

As to claim 12, Barnett further discloses when registering and storing the Coupons with message data and user-specific information the user registers and stores



subset of the Coupons from among selected date indicating information and sponsor information (fig. 5, col. 7, lines 22-40, col. 12, lines 29-45 and lines 55-67), where the user accesses management information in Onl-SP 2 from RPC 6 by the selected date indicating the information and user specific redemption data (col. 7, lines 51-55) which includes a retrieval key.

As to claims 13 and 14, note Barnett displays the requested Coupons and user-redemption data on RPC 6 and inherently teaches where the user-specific redemption data includes a retrieval key made up of selected date and sponsor information to enable the user to retrieve appropriate requested coupons (col. 7, lines 36-41, line 56-col. 8, line 5 and col. 10, line 65-col. 11, line 29).

As to claim 15, the claimed "an information providing apparatus..." is met by CD/CI 16/14 (col. 6, lines 52-65) and comprises Coupon Redemption Center (CRC) 13 "an information production means" (col. 7, lines 36-55) that produces various Coupons with the Video information, message data, user-specific data and advertising associated with the Coupons, where an information transmitting means transmits Coupons and its associated data to CD/CI 16/14.

As to claim 16, Barnett further discloses where the CD/CI 16/14 includes mark additional means for adding message data "a mark to reference data added information" to indicate that a message data has been added to Ass Inf/BBTF data "reference data" (col. 8, lines 39-48).

As to claim 17, Barnett further discloses where CD/CI 16/14 comprises information sending means for associating user-specific data with message data and

sending to Onl-SP 2 by broadcast or other communication (fig. 8, col. 8, 39-48 and col. 13, lines 43-53).

As to claims 18 and 19, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose an information providing apparatus comprising the following:

the claimed "information production device that produces various kinds of information having at least video information...", "a data editing device that adds reference data, the reference data comprising detailed information for either some or all the various kinds of information...", "an information transmission device that adds a particular identifying data to the reference data added information and transmits..." and an identifying data addition device that adds particular identifying data to the reference data..." are met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," edits either all or some of the coupons and associated information, identifies and adds User Specific data "particular identifying data" to coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data added information" and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN, note further that Service-P/CATV 2 includes a Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type

File (Ass Inf/BBTF) which constitutes detailed information for the various coupons from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14;

the claimed “an information sending device that associates and sends said identifying data with said reference data added information...” or “data delivery unit is met by RPC 6 (col. 8, lines 39-48), note that the User or RPC 6 includes a Transceiver 20 and posts messages that includes User Specific Data on BBTF with the selected coupons and transmits or delivery from RPC 6 “information sending device” to WWW or Internet Site or CD/CI 16/14 “information management apparatus or order external device,” note that Service-P/CATV 2, WWW or Internet Site or CD/CI 16/14 are in communication with each other, via satellite or PSTN, to retrieve coupons and associated information (fig. 8, lines 43-53).

Barnett fails to explicitly teach transmitting reference data added information, from information providing apparatus to information receiving device, through a providing arrangement and information sending device or data delivering unit, that sends or delivers, user specific data added information through a sending arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for

presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, enhanced data or coupons in order to enables the viewer, to easily scroll through to retrieve the desire information and further to enable the Headend to receive the requested coupons, various kinds of information or enhanced data in order.

As to claim 20, the claimed "information reception device for receiving reference data added information..." is met by T 20 or RPC 6 (figs. 1, 8, col. 6, line 66-col. 7, line 5 and col. 13, lines 43-53) which transmits/receives information from CD/CI 16/14 via Service-P/CATV 2; the claimed "display means for displaying information..." is met by Display Screen 60; the claimed "designation reception device..." is met by T 20 which is also is a data sending device (col. 8, lines 23-48).

As to claim 21, the claimed "memory means for storing the various kinds of information received..." is met by Coupon Database 30 (fig. 2, col. 8, lines 23-33 and col. 9, lines 1-16), note that RPC 6 can store and playback coupons.

As to claim 22, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose information receiving device, comprising:

the claimed "information reception device that receives..." is met by Transceiver (T) 20 or Remote Computer (RPC) 6 (fig. 8, col. 7, lines 56-col. 8, line 5 and col. 13, lines 43-53), note that RPC 6 or T 20 is "information reception device" for receiving Coupons and associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) and user-specific data "reference data added information comprising various kinds of information to which reference data has been added" Coupons and associated advertising materials and user-specific data comprising detailed information for various Coupons having video information and audio information (col. 7, lines 22-35 and col. 8, lines 15-33), note that Online Service Provider or Cable Television Provider (Service-P/CATV) 2 includes a Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Ass Inf/BBTF which constitutes detailed information for the various coupons from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14;

the claimed "a display device that displays received information," is met by Display 24;

the claimed "designation signal reception device that displays receives signals designating information when said information recipient has designated predetermined information..." and data sending device that sends identifying data particular to the predetermined information designated by said information recipient..." are met by T 20 or RPC 6 (col. 8, lines 22-33), which receives signals designating coupons "predetermined information" with associated advertising materials, message data and Ass Inf/BBTF "reference data added information," identifies advertising materials,

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message data and Ass Inf/BBTF associated with the selected coupons "data particular to the predetermined information" and sends to World Wide Web (WWW) Site "information management apparatus" or Service-P/CATV 2 (col. 8, lines 29-33 and lines 40-48), via satellite or PSTN "communications arrangement."

Barret fails to explicitly teach information reception device that receives, through a providing arrangement, reference data added information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to reception device for that receives coupons and associated information through a providing arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

Claim 27 is met as discussed with respect to claim 28.

As to claim 28, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose an information management apparatus (Online Service Provider or Cable Television Provider (Service-P/CATV) 2, World Wide Web (WWW) or Internet Site or Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14) for managing reference data comprising detailed information related to various kinds of information, the various kinds of information comprising at least video..., said information management apparatus apparatus comprises:

the claimed "read-out device that reads out information stored in a memory..." and "identifying data reception device that receives, through a communications arrangement, identifying data particular to information selected from among said various kinds of information..." are met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2, World Wide Web (WWW) or Internet Site or Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14 (figs. 1, 6, 8, col. 6, lines 29-47, col. 8, lines 14-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Online Communication Server (OnComS) 44, which reads out information from Coupon Packages file 40 "memory" and packets Coupons and user-specific information "identifies particular data to information selected from among Coupons "various kinds of information" received from Data Communication Interface 48 "identifying data reception device" that receives from Remote Computer (RPC) 6 "information recipient" via satellite or PSTN "communications arrangement" and identifies advertising materials, message

data and Ass Inf/BBTF associated with the selected coupons “data particular to information selected from among various coupons” by RPC 6, note further that Service-P/CATV 2, CD/CI 16/14 and WWW or Internet Site are in constant communication with other managing user specific data and requested information to retrieve requested coupons and associated information;

the claimed “data management device that manages said identifying data...” is met by Demographic Data File (DemoDF) 42 of Service-P/CATV 2 (col. 8, lines 12-38), which associates Coupons and user-specific data “reference data added...” with RPC 6 (col. 7, line 63-col. 8, line 5 and line 39-48);

the claimed “retrieval device that retrieves said identifying data or reference data added...” is met by OnComS 44 of Service-P/CATV 2 (col. 8, lines 39-48), note that OnComS 44 of Service-P/CATV 2 retrieves advertising materials, message data and Ass Inf/BBTF associated with the selected coupons and user-specific data in association with RPC 6 “information recipient” from Service-P/CATV 2 “information production device;”

the claimed “data sending device that sends said identifying data that have been retrieved by the retrieval device and read out by...” is met by Data Communication Interface of Service-P/CATV 2 (col. 8, lines 39-48), which sends the advertising materials, message data and Ass Inf/BBTF associated with the selected coupons and user-specific data to RPC 6.

Barnett fails to explicitly teach retrieving a sending arrangement data associated with the information recipient or RPC 6.



However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and receives the interaction of the user of through a sending arrangement of VCU/STB 24/26 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to reception device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the Headend to receive the requested coupons or interaction of the various information in order for easy processing.

As to claim 29, Barnett further teaches a RPC 6 that includes Mouse or Keyboard Inputs 22, "control inputs for an information recipient..." (col. 9, lines 59-67), and T 20 that transmits/receives information "calling out registered information" to/from OnI-SP 2 and further includes a Display Screen 60 (col. 7, lines 56-62).

As to claim 31, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management system, comprising:

the claimed "an information providing apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53);

the claimed "information receiving device," is met by Transceiver (T) 20 or Remote Computer (RPC) 6 (fig. 8, col. 7, lines 56-col. 8, line 5 and col. 13, lines 43-53) and

the claimed "an information management apparatus" is met by World Wide Web (WWW) or Internet Site or Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14 and also Service-P/CATV 2 which are in constant communication with each other to retrieve specific coupons and associated data;

the information providing apparatus comprising:

the claimed "information production device that produces various kinds of information having at least video information...", "a data editing device that adds reference data, the reference data comprising detailed information for either some or all the various kinds of information...", "an information transmission device that adds a particular identifying data to the reference data added information and transmits..." and an identifying data addition device that adds particular identifying data to the reference data..." are met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13,

lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," edits either all or some of the coupons and associated information, identifies and adds User Specific data "particular identifying data" to coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data added information" and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN, note further that Service-P/CATV 2 includes a Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) which constitutes detailed information for the various coupons from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14;

the claimed "an information sending device that associates and sends said identifying data with said reference data added information..." or "data delivery unit is met by RPC 6 (col. 8, lines 39-48), note that the User or RPC 6 includes a Transceiver 20 and posts messages that includes User Specific Data on BBTF with the selected coupons and transmits or delivery from RPC 6 "information sending device" to WWW or Internet Site or CD/CI 16/14 "information management apparatus or order external device," note that Service-P/CATV 2, WWW or Internet Site or CD/CI 16/14 are in communication with each other, via satellite or PSTN, to retrieve coupons and associated information (fig. 8, lines 43-53);

the information receiving device comprising:

the claimed "information reception device that receives..." is met by Transceiver (T) 20 or Remote Computer (RPC) 6 (fig. 8, col. 7, lines 56-col. 8, line 5 and col. 13, lines 43-53), note that RPC 6 or T 20 is "information reception device" for receiving Coupons and associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) and user-specific data "reference data added information comprising various kinds of information to which reference data has been added" Coupons and associated advertising materials and user-specific data comprising detailed information for various Coupons having video information and audio information (col. 7, lines 22-35 and col. 8, lines 15-33), note that Online Service Provider or Cable Television Provider (Service-P/CATV) 2 includes a Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Ass Inf/BBTF which constitutes detailed information for the various coupons from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14;

the claimed "a display device that displays received information," is met by Display 24;

the claimed "designation signal reception device that displays receives signals designating information when said information recipient has designated predetermined information..." and data sending device that sends identifying data particular to the predetermined information designated by said information recipient..." are met by T 20 or RPC 6 (col. 8, lines 22-33), which receives signals designating coupons "predetermined information" with associated advertising materials, message data and Ass Inf/BBTF "reference data added information," identifies advertising materials,

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message data and Ass Inf/BBTF associated with the selected coupons "data particular to the predetermined information" and sends to World Wide Web (WWW) Site "information management apparatus" or Service-P/CATV 2 (col. 8, lines 29-33 and lines 40-48), via satellite or PSTN "communications arrangement;"

the information management apparatus comprising:

the claimed "read-out device that reads out information stored in a memory..." and "identifying data reception device that receives, through a communications arrangement, identifying data particular to information selected from among said various kinds of information..." are met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2, World Wide Web (WWW) or Internet Site or Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14 (figs. 1, 6, 8, col. 6, lines 29-47, col. 8, lines 14-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Online Communication Server (OnComS) 44, which reads out information from Coupon Packages file 40 "memory" and packets Coupons and user-specific information "identifies particular data to information selected from among Coupons "various kinds of information" received from Data Communication Interface 48 "identifying data reception device" that receives from Remote Computer (RPC) 6 "information recipient" via satellite or PSTN "communications arrangement" and identifies advertising materials, message data and Ass Inf/BBTF associated with the selected coupons "data particular to information selected from among various coupons" by RPC 6, note further that Service-P/CATV 2, CD/CI 16/14 and WWW or Internet Site are in constant communication with

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other managing user specific data and requested information to retrieve requested coupons and associated information;

the claimed "data management device that manages said identifying data..." is met by Demographic Data File (DemoDF) 42 of Service-P/CATV 2 (col. 8, lines 12-38), which associates Coupons and user-specific data "reference data added..." with RPC 6 (col. 7, line 63-col. 8, line 5 and line 39-48);

the claimed "retrieval device that retrieves said identifying data or reference data added..." is met by OnComS 44 of Service-P/CATV 2 (col. 8, lines 39-48), note that OnComS 44 of Service-P/CATV 2 retrieves advertising materials, message data and Ass Inf/BBTF associated with the selected coupons and user-specific data in association with RPC 6 "information recipient" from Service-P/CATV 2 "information production device;"

the claimed "data sending device that sends said identifying data that have been retrieved by the retrieval device and read out by..." is met by Data Communication Interface of Service-P/CATV 2 (col. 8, lines 39-48), which sends the advertising materials, message data and Ass Inf/BBTF associated with the selected coupons and user-specific data to RPC 6.

Barnett fails to explicitly teach transmitting reference data added information, from information transmission device, through a providing arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22,

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includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, enhanced data or coupons in order to enables the viewer, to easily scroll through to retrieve the desire information and further to enable the Headend to receive the requested coupons, various kinds of information or enhanced data in order.

As to claims 32-34, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "an information providing apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and

associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6, furthermore the RPC 6 receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation means..." or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data "identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14



"Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach information receiving device that receives, through a sending arrangement, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

As to claim 35, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "a broadcast transmitting apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6, furthermore the RPC 6 "a television receiver or set top box" receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device..." or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data

"identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach a broadcast transmitter that transmits, through a providing arrangement, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

As to claim 36, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "a broadcast transmitting apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "a television receiver or set top box," via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6 furthermore the RPC 6

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receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device..." or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data "identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach a broadcast transmitter that transmits, through a providing arrangement device that receives, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to

a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

As to claim 37, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "a broadcast transmitting apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "a television receiver or set top box," via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6 furthermore the RPC 6 receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device..." or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data "identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach a broadcast transmitter that transmits, through a providing arrangement device that receives, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

Claim 38 is met as previously discussed with respect to claim 18.

Claim 39 is met as previously discussed with respect to claim 18.

Claim 40 is met as previously discussed with respect to claim 20.

Claim 41 is met as previously discussed with respect to claim 20.



Claim 42 is met as previously discussed with respect to claim 20.

Claim 43 is met as previously discussed with respect to claim 27.

As to claim 44, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "an information providing apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6, furthermore the RPC 6 "a television receiver or set top box" receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device..." or "registered information transmission device that transmits identifying data particular to the

information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data "identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach an information providing apparatus that transmits, through a providing arrangement, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB

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24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

As to claim 45, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "an information providing apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF

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registers at least some of the coupons received by the RPC 6, furthermore the RPC 6 "a television receiver or set top box" receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device....," or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data "identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach an information providing apparatus that transmits, through a providing arrangement, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22,

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includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

As to claim 46, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "an information providing apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and

associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6, furthermore the RPC 6 "a television receiver or set top box" receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device..." or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data "identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14

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"Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach an information providing apparatus that transmits, through a providing arrangement, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

As to claim 47, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "providing various kinds of information including at least video information..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed information for the various coupons "predetermined information" from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14, whereby the user "an information recipient" of Remote Personal Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Service-P/CATV 2 via satellite or PSTN, etc., "a communication arrangement," regarding any issue of interest (col. 8, lines 40-53), note also that Service-P/CATV 2 is in constant communication with CD/CI 16/14 and WWW or Internet Site to retrieve specific coupons;

the claimed "storing said called data in association with said information..." is met by Service-P/CATV 2 (col. 8, lines 14-21), note that Service-P/CATV 2 stores the individual retrieve coupons with the addition data associated with the user;

the claimed "accessing, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-



48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing" the response in Server 44 of Service-P/CATV 2, from wireless RPC 6 "a communications terminal," (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Onl-SP 2,

Barnett fails to explicitly teach sending reference data added information, from an information providing apparatus to information receiving device through a providing arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU 24 or 26 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, coupons or enhanced data in order to enable the user, to easily scroll through to retrieve the desire information.

As to claim 48, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising:

the claimed "providing various kinds of information including at least video information..." is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47, col. 8, lines 14-33, lines 40-48 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2 includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed information for the various coupons "predetermined information" from Coupon Distributor 16 or Coupon Issuer 14 (CD/CI) 16/14, whereby the user "an information recipient" of Remote Personal Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Service-P/CATV 2 via satellite or PSTN, etc., "a communication arrangement," regarding any issue of interest (col. 8, lines 40-53), note also that Service-P/CATV 2 is in constant communication with CD/CI 16/14 and WWW or Internet Site to retrieve specific coupons;

the claimed "storing said called data in association with said information..." is met by Service-P/CATV 2 (col. 8, lines 14-21), note that Service-P/CATV 2 stores the individual retrieve coupons with the addition data associated with the user;

the claimed "accessing, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-

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48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing" the response in Server 44 of Service-P/CATV 2, from wireless RPC 6 "a communications terminal," (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Onl-SP 2,

Barnett fails to explicitly teach sending reference data added information, from an information providing apparatus to information receiving device through a providing arrangement.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU 24 or 26 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to transmit coupons in a television broadcast arrangement and organized the various kinds of information, coupons or enhanced data in order to enable the user, to easily scroll through to retrieve the desire information.

As to claim 49, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a information management system, comprising:

the claimed "an information providing apparatus," is met by Online Service Provider or Cable Television Provider (Service-P/CATV) 2 (figs. 1, 7, 8, col. 6, lines 29-47 and col. 13, lines 16-30, line 43-53), note that Service-P/CATV 2, stores and produces coupons and associated information "various kinds of information," comprising at least video information or audio information, and transmits the coupons and associated information to Remote Personal Computer (RPC) 6 "information receiving device" via satellite or PSTN;

the claimed "registration designation device that registers at least some of said various kinds of information received by the information receiving device..." is met by Demographic Data File (Demo-DF) 42 of Service-P/CATV 2 (col. 7, line 56-col. 8, line 33) note that RPC 6 joins by using the join service function button 62, Demo-DF registers at least some of the coupons received by the RPC 6, furthermore the RPC 6 "a television receiver or set top box" receives the various Coupons and selects and stores a subset of Coupons in Database 30b of RPC 6 (col. 9, lines 1-16);

the claimed "registered information transmission device that transmits information designated for registration by said registration designation device....," or "registered information transmission device that transmits identifying data particular to the information designated for the registration..." is met by Transceiver (T) 20 of RPC 6 (col. 8, lines 23-29), which transmits Registered Coupons and user-specific data

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"identifying data particular to the information designated for the registration" (col. 9, lines 11-12) to Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48), which communicates with each other to store and manage the Coupons and associated information "identifying data" and/or "information" or message, adding a code particular to the Coupons and user-specific data in addition to information or messages, manage in a whole or in part in a storage device or memory 40 and 42, and transmit "call out" to either Service-P/CATV 2, WWW or Internet site or CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at Service-P/CATV 2.

Barret fails to explicitly teach an information providing apparatus that transmits, through a providing arrangement, various kinds of coupons or information.

However, note the **Shoff et al** reference figures 2, 3 and 8b-c, disclose an interactive entertainment system for presenting supplemental interactive content together with continuous video programs (col. 4, lines 14-29), where the Headend 22, includes an enhance content server 52 which serves supplemental interactive content to a viewer computing unit (VCU) 24 or set top box (STB) 26, where the supplemental interactive content is provided through a providing arrangement of the television broadcast system, which arranges the television programs and enhanced data for presentation to the VCU/STB 24/26 and through a sending arrangement of VCU/STB 24/26 for delivery or transmission to Headend 22 (figs 8b-c, col. 4, lines 35-42, col. 10, line 59-col. 11, line 24 and line 66-col. 12, line 23).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Shoff into to the system of Barnett to receiving device for that receives coupons and associated information through a sending arrangement of a television broadcast system in order to enable the receiver to arrange the coupons and associated information in order for a user, to easily scroll through to retrieve the desire information.

3. Claims 10 and 24-26, are rejected under 35 U.S.C. 103(a) as being unpatentable over **Barnett et al (6,336,099)** in view of **Shoff et al (6,240,555)** as applied to claim 6 above, and further in view of **Voyticky et al (6,438,751)**.

As to claim 10, Barnett as modified by Shoff, fail to explicitly teach user-specific data, messages, etc., "identifying data" contains at least information indicating time selected by said information recipient and information indicating channel receiving information selected by said information recipient.

However, note **Voyticky et al** disclose method and apparatus that enables a user to store information while watching a television broadcast where the event information transmitted to the server, includes time and channel selected by the user (fig. 7, col. 5, lines 27-33, lines 50-54 and col. 9, lines 53-65).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Voyticky into the system of Barnett as modified by Shoff to provide a selected channel and time information of the user to the server to enable the broadcaster or server to determined an assortment of products or

Coupons that were presented to the user during the selected time, the channel information and further enable CD/CI 16/14 or Coupon Providers to monitor viewer history or preference with respect to channels, time of viewing, etc., for future targeting of coupons or advertisement.

Claim 24 is met as previously discussed with respect to claims 10 and 22, note further that Voyticky HRC 105 can transmit/receive information to/from Home TV 102 "receiving device" (fig. 1)

Claim 25 is met as previously discussed with respect to claims 10.

Claim 26 is met as previously discussed with respect to claims 10, note that the claimed "plurality of information designating buttons for separate individuals" is met by event and transfer buttons (col. 5, lines 14-26), note that each individual HRC 105 is initializes to each individual home device and as such performs function specific to the each individual home configuration which sent as an SDC table to the server (col. 12, line 64-col. 13, line 16).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Voyticky into the system of Barnett as modified by Shoff to provide an RC with plurality of buttons for separate individuals to enable the server or management station to identify the individual requesting for information.

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4. Claim 30, is rejected under 35 U.S.C. 103(a) as being unpatentable over **Barnett et al (6,336,099)** in view of **Shoff et al (6,240,555)** as applied to claim 29 above, and in view of **Martin, jr. et al (6,564,147)**.

As to claim 30, Barnett as modified by Shoff, further teach Service-P/CATV 2 storing coupons with user-specific data, demographic information, etc., and delivering requested coupons to RPC 6, but fails to explicitly teach where RPC 6 “communication terminal” includes information indicating region is registered and stored in cases identifying data or reference data added information or reference data or related data are associated with the RPC 6 “information recipient” and registered and stored by the Service-P/CATV 2, where the RPC 6 is also a navigation terminal or PHS, the region indicating information is compared with current position information resident in the navigation terminal or PHS, and when both sets of information match or are close the reference data added information or reference data or related data are displayed on the navigation terminal or PHS.

However, note **Martin, Jr. et al** reference, teach a two-way interactive mobile wireless computing devices Mobile Device (MD) 106 (fig. 1, col. 3, lines 11-20), where a server stores geographical location and information of MD 106 and the cellular wireless network determines the MD 106 specific geographical location information combine with current time to select targeted idle content or advertisement (col. 11, lines 34-60), note further that the MD 106 includes a browser program that accepts navigation commands from a user, accesses specific encoded information and displays target content or



advertisement base on geographical location as MD 106 moves from one region to the other.

Therefore it would have been obvious to one of ordinary skill the art at the time of the invention to incorporate the teaching of Martin, Jr. into the system of Barnet as modified by Shoff, in order to provide store location information of a communication device and navigation information to target appropriate advertisements, coupons to appropriate geographical areas and generate income.

### ***Response to Arguments***

5. Applicant's arguments with respect to claims 1-22 and 24-49 have been considered but are moot in view of the new ground(s) of rejection disclose above. The amendment to all the independent claims necessitates the new grounds of rejections. This office action is made FINAL.

### ***Conclusion***

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Dunn et al (6,571,390) disclose interactive entertainment network system and method for customizing operation thereof according to viewer preferences.

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.


7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Annan Q Shang** whose telephone number is **703-305-2156**. The examiner can normally be reached on **700am-500pm**.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **John W Miller** can be reached on **703-305-4795**. The fax phone number for the organization where this application or proceeding is assigned is **703-872-9306**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the **Electronic Business Center (EBC)** at **866-217-9197 (toll-free)**.



**Annan Q. Shang.**



**JOHN MILLER**  
**SUPERVISORY PATENT EXAMINER**  
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